

Rep Order# 6834608 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104493  
EC'd Yes Last Received: 07/19/2012 11:32 AM Printed: 07/20/2012 9:29 AM

1 of 6

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) AMER. CROSSROADS  
Product American Crossroads  
Estimate# 828  
Buyer Emily Milhoan  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency CIP/IZE 1127828  
Flight Dates 07/20/2012 - 07/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —  
SC=\*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	SA	8P-12A		OLYMPICS PRIME	:30	\$6,000.00	07/28-07/28	3	1	3	\$18,000.00	
3	M	8P-12A		OLYMPICS PRIME	:30	\$6,000.00	07/30-07/30	2	1	2	\$12,000.00	
4	F	7:30P-12A	OPEN CEREMONY		:30	\$10,000.00	07/27-07/27	1	1	1	\$10,000.00	
5	SU	7P-9P		DATELINE NBC 7/15-7/22	:30	\$1,000.00	07/22-07/22	1	1	1	\$1,000.00	
6	SU	5P-630P		KSNV EARLY NEWS	:30	\$650.00	07/22-07/22	1	1	1	\$650.00	
8	SU	7P-12A		US OLYMPIC PRIME	:30	\$6,000.00	07/29-07/29	3	1	3	\$18,000.00	
9	SU	5A-6P		US OLYMPIC TRIALS 6/30	:30	\$1,700.00	07/29-07/29	5	1	5	\$8,500.00	
10	SA	5A-6P		US OLYMPIC TRIALS 6/30	:30	\$1,700.00	07/28-07/28	4	1	4	\$6,800.00	
11	F	7P-730P		WHEEL OF FORTUNE	:30	\$1,000.00	07/20-07/20	1	1	1	\$1,000.00	
12	M	7P-730P		WHEEL OF FORTUNE	:30	\$1,000.00	07/23-07/23	1	1	1	\$1,000.00	
13	F	5P-630P	EARLY NEWS		:30	\$1,000.00	07/20-07/20	1	1	1	\$1,000.00	
14	M	5P-630P	EARLY NEWS		:30	\$1,000.00	07/23-07/23	1	1	1	\$1,000.00	
15	W	5P-630P	EARLY NEWS		:30	\$1,000.00	07/25-07/25	1	1	1	\$1,000.00	
16	TH	5P-630P	EARLY NEWS		:30	\$1,000.00	07/26-07/26	1	1	1	\$1,000.00	

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Station	KSNV-TV LAS VEGAS, NV.			Advertiser ( ) AMER. CROSSROADS			Rep Firm							
Product	American Crossroads			Agency ( ) CROSSROADS MEDIA			Sales Office ( ) PHILADELPHIA							
Estimate#	828			66 CANAL CENTER PLAZA, SUITE 555			Salesperson ( ) AMY MCCREARY							
Buyer	Emily Milloan			ALEXANDRIA, VA 22314			Salesperson Phone# 215-568-6540							
Phone#				11277828			Salesperson FAX# 215-568-1845							
Fax#														
LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart		
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17	M		5P-630P	EARLY NEWS	:30	\$1,000.00	07/30-07/30	1	1	1	\$1,000.00			
18	TH		10P-11P	ROCK CENTER W/BRIAN WILLIAMS (OR	:30	\$1,400.00	07/26-07/26	1	1	1	\$1,400.00			
19	F		7A-9A	TODAY SHOW	:30	\$1,400.00	07/20-07/20	2	1	2	\$2,800.00			
20	M		7A-9A	TODAY SHOW	:30	\$1,400.00	07/23-07/23	2	1	2	\$2,800.00			
21	TU		7A-9A	TODAY SHOW	:30	\$1,400.00	07/24-07/24	2	1	2	\$2,800.00			
22	W		7A-9A	TODAY SHOW	:30	\$1,400.00	07/25-07/25	2	1	2	\$2,800.00			
23	TH		7A-9A	TODAY SHOW	:30	\$1,400.00	07/26-07/26	2	1	2	\$2,800.00			
24	F		7A-9A	TODAY SHOW	:30	\$1,400.00	07/27-07/27	2	1	2	\$2,800.00			
25	M		7A-9A	TODAY SHOW	:30	\$1,400.00	07/30-07/30	2	1	2	\$2,800.00			
28	M		9A-4P	OLYMPICS DAYTIME	:30	\$1,200.00	07/30-07/30	4	1	4	\$4,800.00			
32	M		430P-5P	NEWS 4 AT 430P	:30	\$700.00	07/23-07/23	1	1	1	\$700.00			
33	TU		430P-5P	NEWS 4 AT 430P	:30	\$700.00	07/24-07/24	1	1	1	\$700.00			
34	TH		430P-5P	NEWS 4 AT 430P	:30	\$700.00	07/26-07/26	1	1	1	\$700.00			
35	F		430P-5P	NEWS 4 AT 430P	:30	\$700.00	07/27-07/27	1	1	1	\$700.00			
36	M		430P-5P	NEWS 4 AT 430P	:30	\$700.00	07/30-07/30	1	1	1	\$700.00			
37	F		6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/20-07/20	2	1	2	\$1,400.00			

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Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P/I/P2/E 1/12/1828  
Flight Dates 07/20/2012 - 07/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Ten	Rate	Dates	Spots/Week	# Weeks	Total Spots	Total Cost	Daypart
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38	M		6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/23-07/23	2	1	2	\$1,400.00	
39	TU		6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/24-07/24	2	1	2	\$1,400.00	
40	W		6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/25-07/25	2	1	2	\$1,400.00	
41	TH		6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/26-07/26	2	1	2	\$1,400.00	
42	F		6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/27-07/27	2	1	2	\$1,400.00	
43	M		6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/30-07/30	2	1	2	\$1,400.00	
44	F		4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/20-07/20	1	1	1	\$700.00	
45	M		4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/23-07/23	1	1	1	\$700.00	
46	TU		4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/24-07/24	1	1	1	\$700.00	
47	W		4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/25-07/25	1	1	1	\$700.00	
48	M		4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/30-07/30	1	1	1	\$700.00	
49	F		11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	07/20-07/20	1	1	1	\$1,100.00	
50	TU		11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	07/24-07/24	1	1	1	\$1,100.00	
51	F		11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	07/27-07/27	1	1	1	\$1,100.00	
52	M		11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	07/30-07/30	1	1	1	\$1,100.00	
53	SA		7A-9A	SATURDAY TODAY AIRS 4-5A 7/7, NO P	:30	\$625.00	07/21-07/21	1	1	1	\$625.00	
54	SA		9A-930A	NEWS 3 TODAY/WKEND NO PROGRAM	:30	\$500.00	07/21-07/21	1	1	1	\$500.00	

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Rep Firm  
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Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

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55	M		730P-8P	OLY ZONE	:30	\$825.00	07/30-07/30	1	1	1	\$825.00	
56	SA		5P-630P	KSNV EARLY NEWS	:30	\$650.00	07/21-07/21	1	1	1	\$650.00	
58	F		630P-7P	JEOPARDY	:30	\$1,000.00	07/20-07/20	1	1	1	\$1,000.00	
59	M		630P-7P	JEOPARDY	:30	\$1,000.00	07/23-07/23	1	1	1	\$1,000.00	
60	W		630P-7P	JEOPARDY	:30	\$1,000.00	07/25-07/25	1	1	1	\$1,000.00	
61	M		630P-7P	JEOPARDY	:30	\$1,000.00	07/30-07/30	1	1	1	\$1,000.00	
62	SA		630P-7P	JEOPARDY	:30	\$350.00	07/21-07/21	1	1	1	\$350.00	
64	SA		12A-1230P	NEWS	:30	\$1,100.00	07/28-07/28	1	1	1	\$1,100.00	
65	SU		430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	07/22-07/22	1	1	1	\$150.00	
66	M		430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	07/23-07/23	1	1	1	\$150.00	
67	TU		430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	07/24-07/24	1	1	1	\$150.00	
68	W		430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	07/25-07/25	1	1	1	\$150.00	
69	TH		430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	07/26-07/26	1	1	1	\$150.00	
70	SU		430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	07/29-07/29	1	1	1	\$150.00	
71	M		430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	07/30-07/30	1	1	1	\$150.00	
72	SU		1135P-12A	SPORTS NIGHT IN LAS VEGAS NO PROGR	:30	\$200.00	07/29-07/29	1	1	1	\$200.00	

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Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
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— CREDIT RISK —  
CASH IN ADVANCE